



# THREE RINGS

THE BALLANTINE NEWSPAPER



VOL. 6, NO. 9

P. BALLANTINE & SONS

November 1962

## 1066 EMPLOYEES EARN SAFE-DRIVING HONORS

Story on Page 3



### Safety Firsts.

Executive vice president Otto A. Badenhauseen congratulates five men who have compiled 25-year records of driving without a chargeable accident. From left are Walter Merklin, Russell Boutillette, Frank Freibott, Wesley Hagan, John Storey, Mr. Otto, and general transportation manager Harold Bliwise. The quintet headed long list of drivers singled out for annual safety honors.



# PINPOINTED...

## Up The Ladder

Promotions in the news: *William Morgan* from district sales representative to district sales manager, New England Division . . . *Peter Rice* from messenger to clerk, Delivery . . . *Alfonso Santoro* from adding machine operator, Credit, to production planning clerk, Production Planning and Control . . . *Robert Zatorski* from messenger to adding machine operator, Credit.

\* \* \*

## Elected President

Quarter-Century Club member *LeRoy Hoesly* has been elected president of the Hillside Exempt Firemen's Association . . . *LeRoy* works in New Jersey Draught Sales.

\* \* \*

## Weekend Treat

You don't have to leave the house on weekends for entertainment . . . Ballantine's television sponsorships will fill the bill . . . look at the lineup: Fridays 7:30 to 8:30 p.m. "Gallant Men" on ABC-TV; Fridays 8:30 to 9:30, "Sing Along With Mitch," NBC-TV; Fridays 10:30 to 11:00, "The Allie Sherman Show," WPIX, Channel 11 . . . added to these are the pro football games Sundays on CBS-TV (and WNEW radio) and "Broadway Goes Latin," Mondays at 10:30 p.m. on WPIX.

\* \* \*

## Date Set

Ceremonies welcoming twenty-eight new members into Ballantine's Newark Blood Bank Gallon Club will take place on Thursday, November 15th in the cafeteria . . . *Howard E. Grigg*, Director of Industrial Relations, will present the new members with their Gallon Club pins.

\* \* \*

## Experienced Traveler

*John Tennesen*, trailer division supervisor, traveled about 4,000 miles since last June as part of his duties as adult quartermaster with the St. Patrick's Cadet Junior Drum Corp in Jersey City . . . *John* became interested in the Corp through his two children, *John Jr.* and *Ann* . . . *John Jr.* plays the bass baritone horn with the group and *Ann* is a member of the color guard . . . helping to make up the 4,000 miles were trips to Toronto and Quebec.

\* \* \*

## Big Winner

Red Bank driver *Dave MacIntosh* won a trophy for exhibiting the largest and most perfect dahlia bloom in the 65th annual fall flower show of the Monmouth-Elberon Horticultural Society in Convention Hall, Asbury Park . . . the prize-winning pink dahlia, named *Kelvin*, was 12 inches across and six inches deep . . . *Dave* also won the Sweepstakes trophy for prize dahlias entered in ten other classes . . . in all, he won three trophies, ten blue ribbons and four red ribbons.

\* \* \*

## Hunting Trip

A Ballantine trio and a friend bagged four moose and a bear on a five-day hunting trip to Newfoundland, Canada . . . the trio included *Donald Swazey*, *Fred Witt* and *Donald Smith* . . . their hunting companion was *Beery Wenger* from the Prudential Insurance Company . . . the bear weighed close to 300 pounds . . . the moose *Swazey* shot was the prize of the four . . . it was an 11-point bull with a horn spread of 49 inches.

\* \* \*

## Service Department Moves

The Service Department has moved to remodeled quarters on the first floor of Plant 2 . . . the department was previously located on the third floor . . . some delivery division personnel, mostly those most directly involved with the day-to-day activities of our drivers, will move to Service's former headquarters when remodeling work is finished there . . . the switch is being made from the fourth floor of the cafeteria building to bring them closer to the driver dispatch areas.

\* \* \*

## Nine Retire

Six Quarter-Century Club members are among the nine employees who retired within the last month . . . the 25-year men are *Bottling's Lawrence Orlando*, *John J. Baccaro*, *William J. Cook*, and *Andrew DeLuca*; *Delivery's Richard F. Feuhr* and the *Yard's Walter S. Benbrook* . . . the other new retirees are *Bottling's John E. Emanuel*, and *Warehousing's Peter Mitola* and *Frank A. Gruenling* . . . our best wishes for a happy retirement go to them all.

## BALLANTINE MAN IS FIRE HERO

A fire which could have had disastrous results for the tenants of a three-story building near the brewery was brought quickly under control by Newark firemen recently, thanks to the quick action of Ballantine warehouseman *Ted Miller*.

*Ted* was moving a route truck to Plant One at 12:55 a.m. on October 22 when he spotted the fire in the rear of the building at 124 Fleming Avenue. He stopped the truck, pulled the fire alarm on the corner and then dashed into the burning building to alert the tenants. All residents were evacuated without injury.

Three of the families were given shelter in the brewery where they were provided blankets, coffee and milk. They returned to their homes after the fire was extinguished.

Firemen credited *Miller's* quick summons with preventing a more serious blaze.

The Newark Evening News carried the story of the fire under the headline, "Truck Driver Is Fire Hero."

## INDUSTRY NEWS

### "Civilized Viewpoint"

From "Modern Brewery Age":

"A civilized viewpoint: Rev. Edward Bradbrooke, rector of the 600-year-old church at Slaughtm, England, blessed fruit, flowers, vegetables and bottles of beer at the recent harvest festival. 'Beer is one of God's gifts,' the rector explained."

\* \* \*

### New President

*Edward V. Lahey*, chairman and president of the United States Brewers Association since 1947, has announced his resignation from the presidency. *Henry B. King*, executive director of the organization was named to succeed him in that post. *Mr. Lahey* will remain as chairman.

## Close To Home

It is with sincere regret we report the death of the following employees:

*Joseph Besiadecke*, Pensioner. *Mr. Besiadecke*, a member of the Quarter Century Club, joined Ballantine in February, 1934. He was a bottler. He retired in April, 1960. *Mr. Besiadecke* lived at 95 University Place in Irvington.

*James B. Paterson*, Pensioner. *Mr. Paterson*, a member of the Quarter Century Club, joined Ballantine in May, 1933. He was a brewer and retired in April, 1959. His son, *George*, is porter supervisor in the Engineering Department. *Mr. Paterson* lived at 16 Kearny Avenue, Kearny.

*James Pepe*, Temporary Yardman. *Mr. Pepe* had been with Ballantine only since September. His brother *John* is a Temporary Yardman, and his brother-in-law, *John D'Angelo*, is a Yardman. *Mr. Pepe* lived at 1581 Union Avenue, Union.

*William J. Jackman*, Bottle Driver. *Mr. Jackman* started his Ballantine career in December, 1947. He lived at 5111 Palisade Avenue, West New York.

*James J. Haggerty*, Warehouseman. *Mr. Haggerty* began his Ballantine career in January, 1939. He lived at 717 22nd Avenue, South Belmar.

## TOY TRUCKS POPULAR



TRUCK LOADS—Waiting to buy toy Ballantine trailer-trucks are *Charles Lind*, *Michael Petine* and *Edwin Weiss*. They were among early arrivals at the employee Three-Ring Shop. The toy, which sells for \$4.25 is in great demand. There are still some available. Buy yours now and there'll be no disappointments at Christmas.

## In The Family

Married. *Alvina Sirschenko*, Advertising, to *Wasilij Maksimow* at a ceremony in Paterson.

Married. *Charles Readie*, Brewing, to *Roberta Kenny* at a ceremony in Linden.

Married. *George J. Rogers*, Delivery, to *Gertrude Brushaber* at a ceremony in Newark.

Born. A son, *John Joseph*, to *Mr. and Mrs. John L. Sumner* in Irvington General Hospital. *John Joseph* weighed seven pounds, two ounces. He joins two sisters in the Sumner household. Dad works in the Production Control Department.

Born. A daughter, *Debra Ann*, to *Mr. and Mrs. Robert Hunt* in Margaret Hague Maternity Hospital, Jersey City. *Debra Ann* weighed six pounds, four ounces. Her mom, *Patricia O'Mealia Hunt*, was a Secretary, Marketing staff, before leaving the company earlier this year.

Born. A daughter, *Jeanine*, to *Mr. and Mrs. Stanley Piehler* in Pascack Valley Hospital, Westwood.

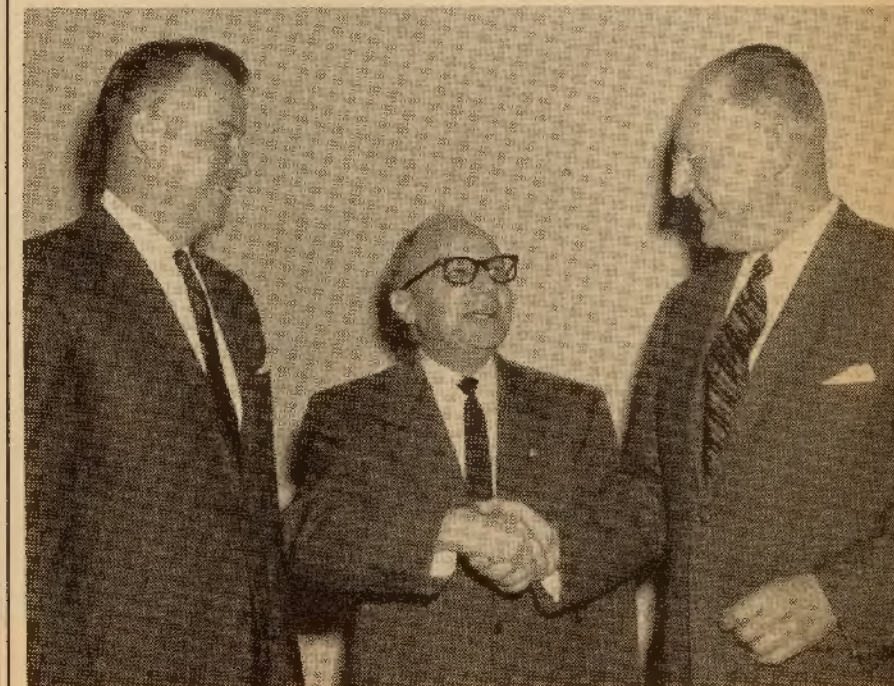
*Jeanine* weighed eight pounds, four ounces. She joins a brother, *Christopher* in the *Piehler* household. Dad works in New York City Bottle Sales.

Born. A daughter, *Jacqueline*, to *Mr. and Mrs. Gerald Henry* in St. Clare's Hospital, Denville. *Jacqueline* weighed nine pounds, one ounce. She joins two brothers in the *Henry* household. Dad works in the Warehousing Department.

Born. A daughter, *Kathleen*, to *Mr. and Mrs. Patrick Fitzgerald* in Perth Amboy General Hospital. *Kathleen* joins a brother and a sister in the *Fitzgerald* household. She weighed six pounds, seven ounces. Dad works in the Delivery Department.

Born. A daughter, *Mary V.* to *Mr. and Mrs. Raymond Villani* in Mercy Hospital, Rockville Center, L. I., N. Y. *Mary* weighed seven pounds, 14 ounces. She joins four sisters and a brother in the *Villani* household. Dad works in New York City Bottle Sales.

## MARKS 45th ANNIVERSARY



Brewing's *Charles Boehme* receives congratulations from vice president *Frank E. Connery*, left, and executive vice president *Otto A. Badenhansen*, right, on observance of his 45th Ballantine anniversary October 11. Brewing office co-workers surprised *Mr. Boehme* with anniversary cake.



## Work In Progress On Plant's Main Entrance

Construction of the main entrance to the new warehousing-packaging plant is now in progress in Ferry Street. The activity represents the final phase of outside construction in Ballantine's huge expansion program which started two years ago.

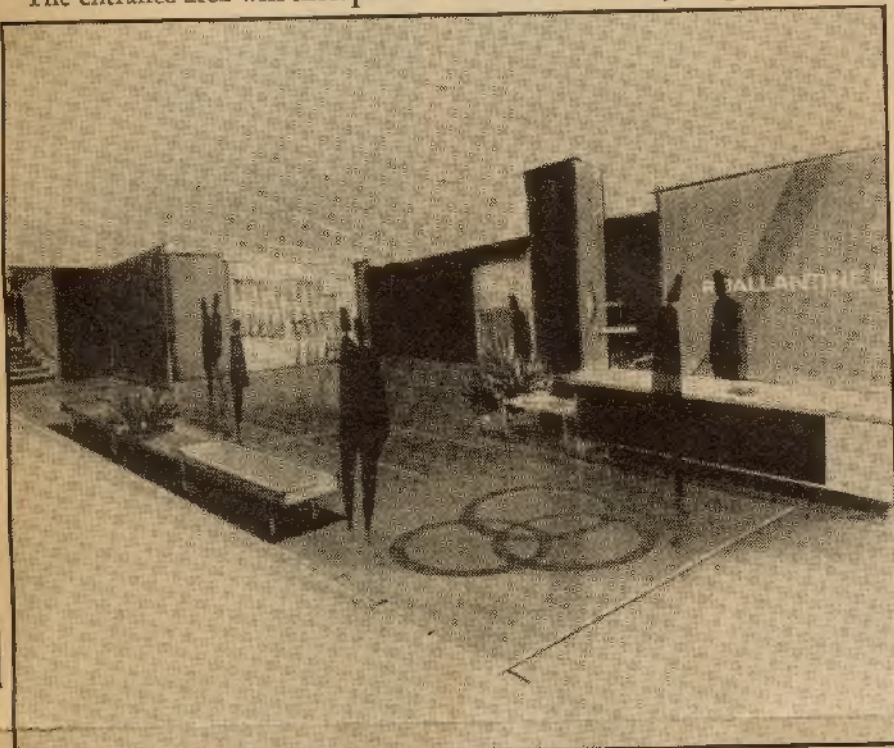
Brick work is being erected this month and the last of the exterior work is set for about December 1. The interior will be finished by the end of the year. When completed the entrance will fill what had been an open area between the Plant One bottle house and what was formerly the NBC building.

The entrance area will incorporate

a pedestrian bridge from the employees' locker room on the second floor of the old NBC building to the second floor of the bottle house.

A visitors' gallery being built behind the entrance will afford visitors a panoramic view of the warehousing portion of the plant. The gallery will be finished early next year.

In other expansion activity, work continues on the installation of new equipment. A second new bottling unit recently went into operation, joining two new canning units which are already in production.



Artist's conception of interior of entrance section of new warehousing-packaging plant. Now under construction, the entrance will be completed by the end of the year.

## BALLANTINE EARNS MERIT AWARD



A Ballantine "counter mat" (left) was a prize-winner in the Point of Purchase Advertising Institute's third annual Merchandising Awards contest. Goodren Products Corpora-



tion produced the counter mat for Ballantine.

A plaque (right) was presented to Nick Aquilino, who represented the company, at the awards dinner.

## Ballantine Honors Cawley Firm



Candles on anniversary cake, signifying 75 years of association of Ballantine and The W. H. Cawley Co., are blown out by Richard Cawley, president of the Cawley firm, his son, Bruce, and wife, Betsy. His mother, Mrs. Chester Cawley, looks on. Scene took place at informal anniversary dinner. Cawley Co. was founded by Richard Cawley's grandfather.

## 3-Ring Drive Nears End

With several departments still to report, \$35,000 has been raised in the annual Three-Ring Charities Fund Drive at the brewery. The goal is \$48,000.

General chairman Rudy Munz urges employees who haven't made their contributions to do so soon because the drive ends later this month.

Munz said departmental reports are coming in daily. He said early returns show the Service, Public Relations, Medical, Legal, Industrial Relations and Market Research Departments have all reported 100 percent participation.

The Three-Ring Drive is affiliated with the United Appeals campaign of Newark, Irvington, Belleville and West Hudson. It aids more than seventy agencies.

## Service Pins Go To 47

A total of 47 employees were awarded Ballantine service pins in October. The recipients were:

### 20 Years

Edith L. Alvino, Accounting; Patsy P. Cicalese, Bottling; Ralph F. Decker, Engineering; William R. Francis, N. J. Bottle Sales; and Agnes T. Roth, Albany Branch.

### 15 Years

Charles L. Ackerman, Delivery; Frank P. Adam, Bottling; Henry A. Bobinski, Delivery; Jack S. Cross, Delivery; William J. Donovan, Assistant Manager, Brewing; Herbert J. Heilmann, Warehousing; William J. Holle, Bottling; Edward T. Hulton, N. Y. C. Sales; George Kosch, Warehousing; Edward T. Lawrence, Delivery; Peter Lusnick, Brewing; Warren E. Mayer, Brewing; Charles L. Meade, Brewing; Anthony Muoio, Engineering; Robert C. Myer, Delivery; Jack Radowitz, Delivery; Charles J. Schwindel, Baltimore Branch; Charles W. Shomo, Production, Planning & Control; William G. Weckenmann, Engineering; and Jean H. Yarnold, Industrial Relations.

### 10 Years

Thomas J. Branagan, Purchasing; Jane S. Brozowski, Engineering; Michael Byrnes, Delivery; Theodore J. Caliendo, Delivery; Domenick D'Angelo, Delivery; Anthony D. Iacullo, Delivery; Edward J. Jones, Bottling; William L. Karpf, Division Manager, Sales; Charles Landmesser, Bottling; Edwin Lutz, Engineering; Carmine J. Maccarone, N. J. Bottle Sales; Robert Porskies, Red Bank Branch; Thomas J. Roach, Delivery; Arthur Verpent, Red Bank Branch; and Walter D. Wilson, Warehousing.

### 5 Years

Elizabeth J. Barber, Credit; William D. Gray, Sales (New England); Edward C. Lesho, Production, Planning & Control; George R. O'Grady, Warehousing; Joseph T. Sagarese, Engineering; Joseph E. Schaub, Delivery; Ruth E. Southwick, Administrative.

## Quintet Leads Annual List Of Safe Drivers

A total of 1066 employees have earned Ballantine's annual safe-driving honors by finishing the year from October 1, 1961 to September 30, 1962 without a chargeable accident. The number is the second highest ever to accomplish the feat. Last year's 1074 is the record.

Leading the safe-driving list are route drivers Walter Merklin, Russell Boutillette, John Storey and Frank Freibott, and salesman Wesley Hagan, who reached the 25-year safety mark. They were congratulated personally by executive vice president Otto A. Badenhause and general transportation manager Harold Bliwise.

Mr. Badenhause told the men he had looked forward to commending them. "We all appreciate your records very much", he said. Mr. Bliwise added that "Very few people in the nation can boast of such records. Ballantine is proud to have such a group of men." The quintet will be honored again next winter at the annual plant safety dinner.

The 1066 honorees represent 84 percent of the eligible truck drivers and operators of other vehicles from all plant and branch departments. All are receiving a safe-driving pin and wallet card. Of the number, 35 have safe-driving records of 20 years or more.

## HONORS

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## HONOR VOLUNTEER FIREMEN



New York City Fire Commissioner Edward Thompson presents Gordon R. Mullins Memorial Trophy to Chief Fred Braband of the Nanuet Volunteer Fire Department as Ballantine vice president Carl S. Badenhause, center, looks on. Six "Mullins" trophies, given by Ballantine, were presented to volunteer fire groups in New York and New Jersey at three buffet suppers held in the cafeteria. More than 1500 firemen and members of their ladies auxiliaries attended. The trophies were awarded to outstanding units in firemen's parades. Commissioner Thompson is executive chairman of the Mullins Memorial trophy committee. Ballantine's Walter F. Bauer was committee coordinator and liaison officer. The late Gordon R. Mullins was a famous fire buff.

Safe  
Freibot  
list of c





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#### Big Winner

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At this writing the other leaders are: Six Pak in the Purity Division; Bottle Drivers One in the Body Division; Whiz Kids in the Extra Fine Division; Laboratory in the Handy Division; Personnel in the Three-Ring

leads the Three-Ring Division with a 224 but he shares the honor with Joe Pulaski, Henry Loniak and Walter Fitzgerald.

The league's three-game series leader is Howard Card with a 665.

## TOP CONTENDER IN GIRLS' LEAGUE



The Lite Lager team, one of the leaders in the Girls' Bowling League. From left are Louise Ippolito, Mary Keelen, Alice Farrow, Lillian McCombie, Nancy Borrello and Altheda Gross.

# Record Number Turns Out For Employees' Fall Golf Tournament

Sixty-one-year-old Harry Keifer again showed some of the younger folk a shot or two at the employees' fall golf tournament as he turned in an impressive 72 to win low gross honors in the tourney's "A" flight. He beat another outstanding golfer, Mike Petrone, by one stroke. Both Keifer and Petrone, as the regulars at the company tournaments know, are no strangers to the winner's circle.

The tournament drew 175 entries—largest ever.

Howard Card, another of the

company's top golfers, won the low net honors in the "A" competition with a 65. Card had a nine handicap.

Vincent Genegrasso won the low gross honors in the "B" flight with an 81, while Sal Monte captured the low net with a 63. Monte had a 22 handicap. In the "C" flight, Gus Norulak and Art Hoffman tied

for the low gross spot with scores of 85. Andy Quallick won low net with a 70. He had a 32 handicap.

Paul Gregory won the hole-in-one contest with a shot that landed four feet, seven inches from the cup. Tom Ryder was first in the long-drive competition with a 247-yard blast. Ryder also won the long-drive honors last year.

## MONTE NEW RIFLE CHAMP

Sal Monte is the 1962 champion of the Ballantine Rifle Club.

Monte earned the honor by posting the Club's highest overall average, 96.20, in outdoor and indoor competition.

His outdoor mark was 99.40 and he shot 93.00 indoors. He led the Club in both categories, the first time in the history of the organization that that feat was accomplished.



Carl W. Badenhausen presents 1962 Rifle Club Champion trophy to winner Sal Monte.

## Wins Trophy



Warehousing's Joseph J. Stevenson won the first-place Robert G. Contrell Trophy in the Essex Open Singles Lawn Bowling tournament held recently in Bloomfield. Joe finished ahead of more than 40 other entries. He has competed in the tournament for four years. The best he had done previously was fourth place.



HARRY KEIFER



PAUL GREGORY



TOM RYDER



HOWARD CARD



VETERANS — Foursome of Bob Heberer, Cliff Sausville, Henry Moran and Frank Duer tied for "best ball" honors in the "A" flight of employees' golf tournament with a score of 57.

PUBLISHED MONTHLY BY P. BALLANTINE & SONS, NEWARK, N. J., IN THE INTEREST OF BALLANTINE EMPLOYEES AND THEIR FAMILIES. JOHN C. SCULLY, EDITORIAL DIRECTOR; JOSEPH VECCHIONE, EDITOR; TRUMAN TOLAND, ART DIRECTOR. REPRINTING OF CONTENTS FORBIDDEN WITHOUT CONSENT OF PUBLISHER.

Plant and Branch Reporters

Bottle House, Plant 1, John Tallman; Brewery, Plant 1, Rosey Rosamilia; Brewery and Bottle House, Plant 2, Henry Weber; Credit, Ruth Brennan; Engineering, Jane Brazowski; Sales Promotion, Helen Miller; N. J. Bottle Sales, John Lapp; N. J. Drought Sales, Andy O'Brien; New York Office, Lucy Gruebler; Payroll-Accounting, Fred Wilhelm; Personnel, Millie D'Alessandro; Production Office, Dorothy Reilly; Route Drivers, Artie Buehrer; Sales, Kay Reilly Huff; Sports, Rosey Rosamilia and Mike Kiselyk; General Transportation Office, Frank Winnicki; Warehouse, Al Platz; Albany, Bill Peterson; Baltimore, Tom Anderson; Cranston, Mary R. Mullen; Fairfield, May MacNamara; Hamden, Nancy O'Day; Red Bank, Peggy Lund; Tillson, Elaine F. McCann; Washington, Irwin Lovitz; Wethersfield, Lenore Magnell.

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